



**MA in COMMUNICATION**  
**TEXTBOOKS FOR WINTER SESSION 2012**

Course Rubric	Course description	Textbook	Author(s)	Edition	Publisher/ISBN
CN 6009	PR IN THE PUBLIC AND NON PROFIT SECTORS	STRATEGIC MARKETING FOR NON-PROFIT ORGANIZATIONS	ALAN R. ANDREASEN, PHILIP KOTLER	7th edition	PEARSON, ISBN-10: 0132345544, ISBN-13: 978-0132345545
		THE PUBLIC RELATIONS HANDBOOK FOR NON-PROFITS: A COMPREHENSIVE AND PRACTICAL GUIDE	ART FEINGLASS	1st edition	JOSSEY BASS, ASIN: B000TB8G5Q
CN 6011	CRISIS COMMUNICATION MANAGEMENT	ONGOING CRISIS COMMUNICATION	WILLIAM TIMOTHY, TIM COOMBS	3rd edition	SAGE PUBLICATIONS, ISBN-10: 141298310X, ISBN-13: 978-1412983105
		CRISIS COMMUNICATIONS: A CASEBOOK APPROACH	KATHLEEN FEARN-BANKS	4th edition	ROUTLEDGE, ISBN-10: 0415880580, ISBN-13: 978-0415880589